

Specimen of foundry types &c

2 1957

Desmond Jeffery, printer  
27 Marylebone Lane w1  
☎ WELbeck 6733







Desmond Jeffery | Specimen of foundry types &c

2 1957







## Notes

This brochure was commenced six months ago as a type sheet, now shown on page 3, but through delays in production has been expanded to include a few specimens of recent work, and other matter of possible utility or interest.

With regard to the type list, we have found that for the work handled here foundry type is the most satisfactory, is the only type kept in cases in any quantity, and therefore the type shown here. Monotype sorts and/or machine setting are of course obtained for specific orders.

Page 4 shows the foundry types we propose to obtain in the coming year, to which we expect to add a brush or pen letter and a free script.

## Foreign language printing

ä ë ï ö ü ß  
 â ê î ô û ç  
 á é í ó ú ñ  
 à è ì ò ù  
 å ø ð þ  
 æ œ

← These accented & special characters are held in stock in several faces and matter is set & printed in the languages listed below at the same rates as in English

Anglo-Saxon  
 Catalan  
 Danish  
 Dutch  
 Flemish  
 French  
 German  
 Italian  
 Latin  
 Norwegian  
 Provençal  
 Spanish  
 Swedish

### Blocks

Original plates are not accepted mounted. This will usually result in a saving for customers. Stereos and electronically engraved plastic plates should be supplied mounted until further notice.

3 | type summary

36	24	18	12	10	A B C D E F G H I J K L M a ä b c d e f g h i j k l m n ñ o p q r s t u v w x y z	Ancient Black			
			10		A B C D E F G H I J K L a ä b c d e f g h i j k l m n o p q r s t u v w x y z	Manuskript Gotisch			
		22			<i>MA. a b c d e f g h i j k</i>	Union Pearl			
72	48	36	30	24	22	18	14	A B C D E F G H I J K a b c d e f g h i j k l m n o p q r s y w	Caslon's Old Face
					10	8		A B C D E F G H I J K L M N a ä b c d e f g h i j k l m n o p q r s t u v w	Original Janson
				18	12	10	8	A B C D E F G H I J K L M a ä b c d e f g h i j k l m n o p q r s t u v x y z	Walbaum
					12	10	8	<i>A B C D E F G H I J K L M a b c d e f g h i j k l m n o p q r s t u v w x y z</i>	Walbaum Italic
	24	18	14	10				A B C D E F G H I J K L M N O P Q R S T U V	Figgins' Shaded
	30	24	18					<i>MA B C D</i>	Scroll Shaded
			18	12	10	6		A B C D E F G H I J K L M N a ä b c d e f g h i j k l m n ñ o p q r s t w	Standard
	24	18		12	10	6		A B C D E F G H I J K L M N a b c d e f g h i j k l m n o p q r s t u v w y	Standard Medium
		18		10				A B C D E F G H I J K L M N O P Q a b c d e f g h i j k l m n o p q r s t u v w x y z 1234	Standard Bold Condensed
		16	12	10	8	6		A B C D E F G H I J K L M N O a b c d e f g h i j k l m n o p q r s t u v w x y z	Futura Medium
				10	8			A B C D E F G H I J K L M N O a b c d e f g h i j k l m n o p q r s t u v w x y z	Futura Medium Oblique
				12	10	8		A B C D E F G H I J K L M N O a b c d e f g h i j k l m n o p q r s t u v x y	Futura Demibold
	24	16	12	8				A B C D E F G H I J K L M N O P a b c d e f g h i j k l m n o p q r s t u v w x y z 12	Futura Bold
	24	18	14					<i>Ma b c d e f g h i j k l m A</i>	Marina Script

point sizes available

showing [in 10 pt where possible]

name



	14	A B C D E F G H I J K L a ä b c d e f g h i j k l m n o p q r s t u v w	Manuskript Gotisch
	12	A B C D E F G H I J K L M N a ä b c d e f g h i j k l m n o p q r s t u v w	Original Janson
	12 10 8		Bauer Bodoni
	12 10 8		Bauer Bodoni Italic
	18	12 10 8	Bauer Bodoni Bold
42		A B C D E F G H I J K L M N a b c d e f g h i j k l m n o p q r s t u v w y	Standard Medium
	8		Standard Bold
36		<b>M a b c d e f g i j</b>	Futura Bold

point sizes      showing [in 10pt where possible]      name



Since the war there has been a great increase in the printing trade of the use of small fast offset lithographic presses for certain types of work. We do not wish to go into technical details at any length here, but it is true to say that for many jobs a considerable saving may be effected by the use of this method. As an example, the highest cost in letterpress printing is usually typesetting & make-up. Where the setting of text matter can be replaced by typewriting, or the lengthy make-up of complicated ruled forms by scribing the negative, a great saving can usually be made on most jobs. Offset is particularly economical where repeat runs occur at frequent intervals.

If you have queries on any work, we would be happy to advise you, and we can also prepare the necessary matter for plate-making and see the job through for you.

These lines, although set in type, give some indication of the not unattractive appearance of ordinary typewritten matter when reduced on the camera in plate-making.

The productions of Gaberbocchus Press are the best available demonstration of the potentialities of this extremely flexible medium.



	8 days holiday (5 nights at resort)	10 days holiday (7 nights at resort)	15 days holiday (12 nights at resort)
Hotel   Raben am See	£26.0.0	£29.4.0	£37.4.0
Chateau Guetsch	£27.5.0	£31.5.0	£41.5.0
Flora	£30.10.0	£35.0.0	£46.5.0

High Season charge in July & August - Raben am See 3s per day, Chateau Guetsch 4s per day, Flora 5s per day.

As its name implies, the Chateau Guetsch was formerly a mansion. Renovated throughout, it is now one of the finest hotels in all Lucerne. It is set in its own extensive grounds and has its own private cog railway.

## GERMANY 8 days holiday from £22.18.0

### Koenigswinter

Germany is a large country, and after much thought, we decided to concentrate our energies in finding one first class resort. We finally settled on Koenigswinter, ideally situated on the banks of the Rhine amidst rocky scenery that has long inspired German artists. The Rhineland is the region of fairy castles perched high on rocky crags, of gently undulating valleys, of wooded slopes, and of fearsome dragons carrying off beautiful princesses. You'll find this last point even easier to believe if you get to grips with the highly recommended Rhineland wines. You'll eat well too, in Koenigswinter. Which may all be bad for your waistline, but when you return to England, you'll really feel you've had a holiday.

	8 days holiday (5 nights at resort)	10 days holiday (7 nights at resort)	15 days holiday (12 nights at resort)
Hotel   Adler	£22.18.0	£25.16.0	£33.1.0

High Season charge in July & August - 2s6d per day.

## HOLLAND 8 days holiday from £21.12.0

### Amsterdam

The most famous town of the Netherlands. A busy town and one of the foremost cultural centres in Europe. Here you will find the Rembrandt house and the art gallery, the Royal Palace and the Concertgebouw where the world famous orchestra of that name plays. Do not get the impression, though that Amsterdam is just 'highbrow-cultural'. It has many places of amusement, a very fine shopping centre and quite a night life!

	8 days holiday (7 nights at resort)	10 days holiday (9 nights at resort)	15 days holiday (14 nights at resort)
Hotel   Etherea	£21.12.0	£24.17.0	£33.19.0
Museum Pension	£22.8.0	£25.16.0	£34.6.0

No High Season charge.

## FRANCE

### Paris

Do we need to describe Paris? Paris, 2000 years old and one of the great capitals of the world, famous as a seat of learning, as a centre of amusement, of culture and of gaiety. Even to the person who has never been there, Paris conjures up names like the Eiffel tower, Montmartre, the Latin Quarter, Notre Dame, Folies Bergere. Our unrivalled knowledge of Paris is your guarantee of an enjoyable holiday.

Since many people may want bed-&-breakfast terms only, in order to have complete freedom to roam over this great city, and since hotel prices at the moment are fluctuating, we shall not quote hotels and details, but should Paris be your goal this summer, get in touch with us and you will have all the information you want by return.



**Unicorn Head Visual Aids Limited**  
*have had the pleasure to work for these organisations*

Mullard Ltd  
 Unilever Ltd  
 GEC Ltd  
 Hedleys Ltd  
 Hudson's Bay Company  
 AB Europa Film . Sweden  
 National Coal Board  
 Birds Eye Foods Ltd  
 J & E Atkinson Ltd  
 Van den Bergh & Jurgens Ltd  
 Westminster Bank Ltd  
 News Chronicle  
 J Lyons & Co Ltd  
 Industrial Soaps Ltd  
 Stock Exchange  
 World Health Organisation  
 Tothill Press Ltd  
 Conservative Central Office  
 Evans Medical Supplies  
 The Bombay Settlement  
 Albright & Wilson Ltd  
 Philips ( Eindhoven )  
 Whiteway's Cyder Ltd  
 East African Office  
 Australian Wine Board  
 Spearman Bros  
 The Cheese Bureau  
 Philips Electrical  
 Dussek Bitumen Taroleum Ltd  
 Newall Engineering Ltd  
 Vickers ( Supermarine ) Ltd  
 National Industrial Fuel Efficiency Service  
 Glaxo Laboratories Ltd  
 Ozalid Ltd  
 Shell Mex & B P Ltd  
 Radio Industry Council  
 Swiss Watchmakers' Federation  
 British Empire Society for the Blind  
 The Air Ministry  
 The War Office  
 Suez Canal Co  
 British Atlantic Committee  
 Fry's Ltd  
 Jerusalem & the East Mission  
 European Coal & Steel Community  
 Stafford Allen Ltd  
 Forestal Land & Timber Co Ltd  
 Cape Asbestos Ltd  
 Bengel Laboratories Ltd  
 G Street & Co  
 S H Benson Ltd  
 J Peers & Associates Ltd  
 Foote, Cone & Belding Ltd  
 Crawfords Advertising Ltd  
 ITD Ltd  
 P & M Co ( England ) Ltd  
 Lodge Plugs Ltd  
 James Robertson Ltd



- roy conn 1 *vertical movement*  
2 *composition*
- g lubowsky 1 *elipse*  
2 *facets*
- gordon allen *construction*
- s probyn 1 *heatherley school of art*  
2 *september 24th*
- sudhi *un mouvement*
- j r de donten *relief no.11*
- a e berbank 1 *fantasy*  
2 *forces*
- otway mccannell 1 *colour*  
2 *image of youth*
- john ratcliff *les enfants terribles*
- brian seaton 1 *phrase in abstraction*  
2 *landscape*
- m haddon-chambers *surface movement*
- muriel martin *painting*
- arthur moyse 1 *fireplace*  
2 *1500 m (200 kc/s)*
- ernst burwell *northern journey*
- charlotte jennings *window*
- roy turner durrant *lanscape of the blackthorn*
- maurice jadot *reflections*
- eric sutherland 1 *dance phase iv*  
2 *dance phase v*
- robin craig 1 *they all go into the dark*  
2 *galactic*
- gudrun kruger *sculpture forms*
- f avray wilson *joined forms*
- andrew rolla *the burning bush*
- h r amson 1 *relief 1*  
2 *relief 2*
- yvon de mont *apres le deluge*
- nina hosali *movement*
- john wynne 1 *painting 1*  
2 *painting 2*
- joan knoblock *colour play (print)*
- françoise doja *les roches*
- lyall watson *passing by*
- ernst knoblock *spielerei*
- m brooks *canyon*
- pamela beves *sea fruit*
- denis bowen *experiment*
- robert c breer *space*
- janina baranowska *painting*
- f woodford *construction*
- lutka pink *painting*
- halima nalecz *painting*
- rolf brandt 1 *painting*  
2 *painting*
- brian robins *construction*
- ralph rumney *painting*
- victor anton *construction*
- peter stroud 1 *white relief with yellow green & blue*  
2 *white relief*
- pat kelly 1 *photostat 1*  
2 *photostat 2*
- raymond wilson *photoforms*
- tina tranter *photoforms*
- henry fiks *photoforms*
- bhagwanji p bhatia *photoforms*
- raj karer *photoforms*
- george lanitis *photoforms*
- adrian wood *photoforms*
- michael white *photoforms*
- hilda bassey *photoforms*
- r p parekh *photoforms*
- maurice morris *photoforms*



the sun shall rise again . philip o'connor

9 | book jacket











